Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 06271 281240Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
----------281242Z 027806 /50
P 280821Z APR 77
FM AMEMBASSY TOKYO
TO USDOC USTS WASHDC PRIORITY
INFO SECSTATE WASHDC 7328

UNCLAS TOKYO 6271

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: JAPAN ADVERTISING

SUMMARY: REQUESTS APPROVAL TO AMEND Y&R CONTRACT BY ALLOWING ADDITIONAL FUNDS IN PRODUCTION FUNDS. END SUMMARY.

JW-7-415. WE AND Y&R HAVE JUST MADE THOROUGH STUDY OF FY77 JAPAN AD CAMPAIGN BUDGET STATUS. AS YOU KNOW, OUR CONTRACT WITH Y&R PLACES A BUDGET CEILING OF DOLS20,590 FOR OUT-OF -POCKET PRODUCTION COSTS DURING PHASE II CONTRACT OF THIS YEAR'S CAMPAIGN. HOWEVER, DUE TO RECENT FLUCTUATION IN YEN-DOLLAR EXHVNAGE RATE, AND ESPECIALLY BECAUSE OF REQUIREMENT FOR Y&R ACCOUNT EXECUTIVE TO ATTEND AD PRESENTATION CONFERENCE IN FRANKFURT LAST OCTOBER, WE FORESEE A DEFICIT OF SOME DOLS2,600 IN PRODUCTION BUDGET. SINCE ATTENDANCE AT EUROPE AD PRESENTATION CONFERENCE WAS AT USTS REQUEST AND HAD NOT BEEN ORIGINALLY BUDGETED FOR AT TIME OF CONTRACT, AND SINCE EXCHANGE RATE FLUCTUATION IS BEYOND CONTRL OF CONTACTOR, WE REQUEST YOUR APPROVAL TO AMEND Y&R CONTRACT BY RAISING OUT-OF-POCKET CEILING BY DOLS2,600. THIS AMOUNT WILL BE TRANSFERRED FROM MEDIA PLACEMENT BUDGET OF ESTIMATED TOTAL DOLS271.810. IN ORDER TO ACCOMLISH THIS, WE WILL HAVE TO CANCEL PROPOSED JUNE INSERTION IN TABI MAGAZINE. THIS WILL MEAN INSERTIONS DURING MONTH OF JUNE WILL BE LIMITED TO SHUKAN ASAHI, SHUKAN SHINCHO, NIKKEI BUSINESS AND TAIYO MAGAZINES.

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YOUR IMMEDIATE CABLE RESPONSE IS REQUESTED.
SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM, ADVERTISING
Control Number: n/a
Copy: SINGLE
Sent Date: 28-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO06271
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770148-1032
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977047/aaaaafqc.tel
Line Count: 57
Litigation Code IDs:
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Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 31-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2843564
Secure: OPEN
Status: NATIVE
Subject: JAPAN ADVERTISING SUMMARY: REQUESTS APPROVAL TO AMEND Y&R CONTRACT BY ALLOWING ADDITIONAL FUNDS IN PRODUCTION FUNDS. END SUMMARY.
TAGS: ETRD, US
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/0cbe2fa7-c288-dd11-92da-001cc4696bcc
Review Markings:
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